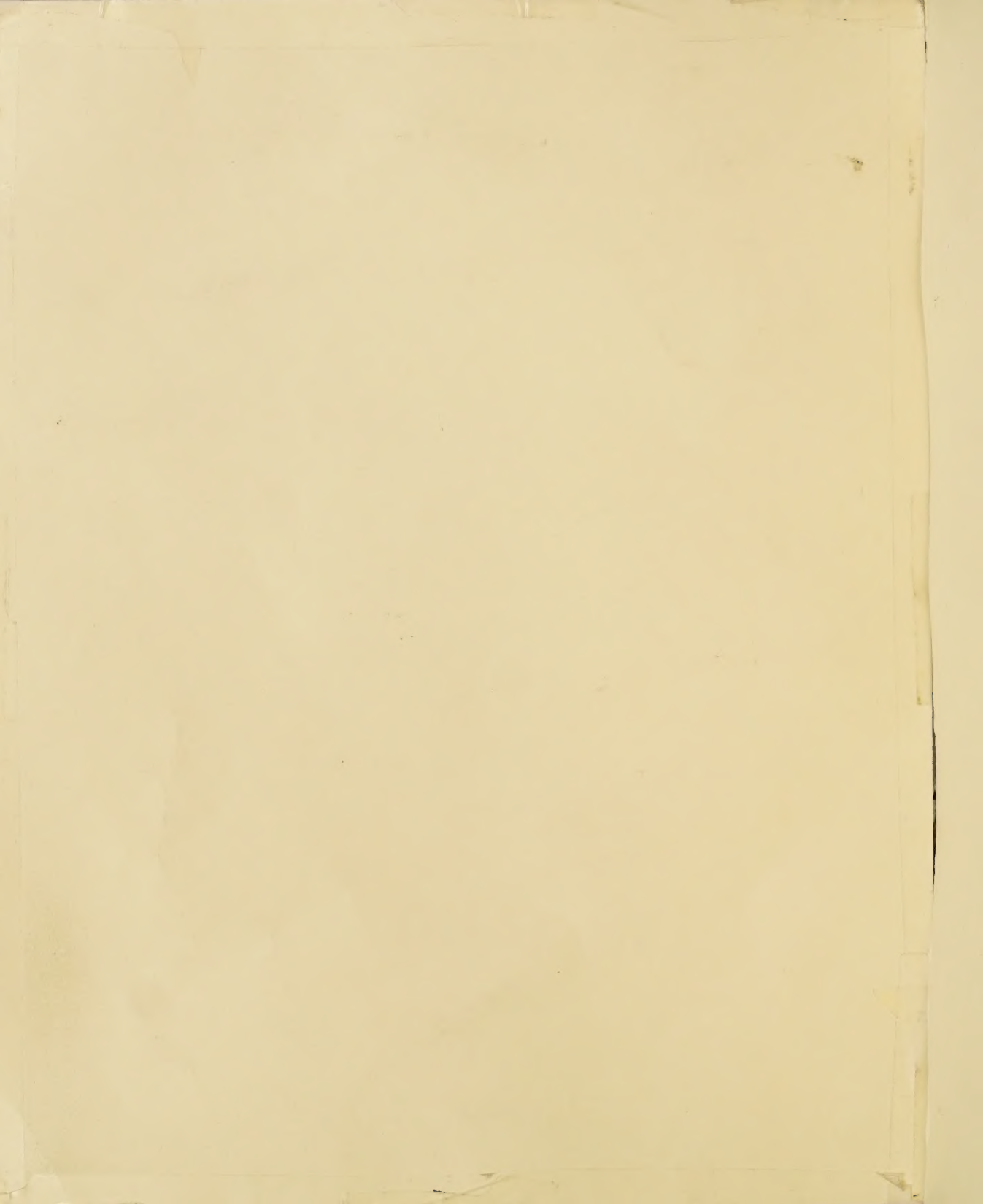


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





BETTER BLOOMING BULBS  
**HEBERLING'S GLADIOLUS**

CORN BELT GROWN  
Incorporated  
J. H. HEBERLING Easton, Ill.,  
(Return Postage Guaranteed if Not Delivered)

U. S. DEPARTMENT OF AGRICULTURE  
LIBRARY  
WASHINGTON 25, D. C.  
OFFICIAL BUSINESS  
PRINTED MATTER

Library, U. S. Dept. of Agriculture,  
WASHINGTON 25, D. C.

**HEBERLING'S GLADIOLUS**

CORN BELT GROWN  
INCORPORATED

Easton, Illinois, U. S. A.

FEBRUARY 1st, 1953

**Big Spring Closing-Out Sale**

**FIRST COME FIRST SERVED**

**YOUR GROWER**

This is our 27th season in growing Glads commercially. In earlier years we were awarded hundreds of ribbons at State and National Shows, many of them BLUE. We also have received many cups as awards in competition. We were awarded the CENTURY OF PROGRESS GOLD MEDAL at Chicago in 1933 for the BEST COMMERCIAL DISPLAY OF GLADIOLUS IN COMPETITION WITH THE WORLD. We are an old and established firm who believe in an honest deal and satisfied customers.

**VARIETIES**

We do not list all of the newest varieties, but we do list many of the best. All of the varieties we list are many times prize winners and are taking blue ribbons in competition again this season. Our list represents the growing and trading of many, many varieties. THOSE WE OFFER ARE TRIED AND TRUE.

**LOOKING INTO THE FUTURE**

For the past five years the cost of growing bulbs has continually increased, due to higher labor costs and general increased cost of overhead. In spite of this condition the price of bulbs has generally been going down. The growers have received no price support or Federal aid, and are not asking for it. But as a consequence of the above conditions some growers are being forced out of business. This situation has reached the point where if growers are to remain in business prices must be stabilized.

The prices quoted herein (some feel they are still below cost of production) ARE AS LOW AS CAN BE MADE AND STILL SHOW A VERY MODEST PROFIT.

**WHAT WE HAVE TO SELL**

OUR 1952 CROP. Heavy, young, plump bulbs that will produce the tall spikes and long flower heads that win awards. No dry weather trouble. All ORGANICALLY FED UNDER SKINNER SYSTEM OF IRRIGATION. We offer only Quality Stock, Free of Disease and Insect Pests, True to Name.

**PLANTING**

Plant 4 to 6 inches deep, keep free of weeds, mostly sunshine all day, and when you water them put on plenty, about 1½ inches each week, and should it be very dry at blooming time give them water twice a week, thus insuring tall spikes and large flowers of the exhibition type.

**SIZES**

No. 1—1½ inches in diameter or more. No. 4—¾ inch to 1 inch.  
No. 2—1¼ inches to 1½ inches. No. 5—½ inch to ¾ inch.  
No. 3—1 inch to 1¼ inches. No. 6—less than ½ inch.

**RETAIL SIZES**

In retail list LARGE size bulbs are from 1¼ inches in diameter up and product the largest and best spikes. MEDIUM size bulbs are from ¾ inch to one inch in size, and produce some excellent spikes. SMALL bulbs are about ½ inch in diameter and sometimes produce flowers, but produce a large bulb for next season, and generally produce more bulblets than a large bulb. The large bulbs are the ones to plant for EXHIBITION SPIKES.

**Gratis Items in Every Order**

**NOTICE**

SOME VARIETIES WILL SELL OUT EARLY. THEY ALWAYS DO. AFTER THEY ARE SOLD WE CANNOT SUPPLY AS WE DO NOT BUY TO FILL ORDERS.

**SPECIAL OFFERS — MIXED VARIETIES**

Each year we have had an increasing demand for bulbs of assorted styles and colors not labeled. These bulbs are for those who want a beautiful and attractive garden but do not care to spend time studying catalogs and varieties.

You will find these assorted Special Offers very satisfactory and producing delightfully beautiful flowers. These offers are filled from the varieties cataloged herein.

**Prepaid Special Offer No. 50**

**100 Large Bulbs \$3.90**

Carefully selected as to quality and variety of color.

100 LARGE BULBS, prepaid \$3.90

**Prepaid Special Offer No. 100**

**100 Large Bulbs \$6.80**

Carefully selected as to quality and variety of color. Includes some of the newer varieties and colors.

100 LARGE BULBS, prepaid \$6.80

**Prepaid Special Offer No. 200**

**100 Large Bulbs \$8.80**

Carefully selected as to quality and variety of color. Selected from our newest and best varieties.

100 LARGE BULBS, prepaid \$8.80

**SPECIAL ● RETAIL PRICE LIST [PREPAID] ● SPECIAL**

Select Bulbs to the Value of \$ 5.50 and remit \$ 4.90

Select Bulbs to the Value of \$10.00 and remit \$ 8.90

Variety	Per	Lge.	Med.	Sml.	Bulblets
APRICOT GLORY (N.Z.). Tall spike, long flower head. A very outstanding apricot.	1	\$ .20	\$ .15	\$ .10	15 \$ .25
	10	1.60	1.20	.80	100 1.00
AUREOLA (Pruitt). A clear, rich yellow, wonderfully ruffled. Excellent	2	.25	.15	.10	25 .25
	10	1.00	.70	.40	100 .80
BIRCH RED (Rich). Tall, rich, large red of merit.	2	.20	.20		20 .25
	10	.80	.80		
BLACK CHERRY (Rich). Dark red prize winner.	1	.75	.50	.35	10 .60
BLACK OPAL (Errey). Very dark red and very reliable.	2	.12	.10	.30	30 .25
	10	.50	.30	100 .50	
BLUE BEAUTY. Outstanding blue in this price class.	2	.20	.12	.10	30 .25
	10	.80	.50	.30	100 .50
BUCKEYE BRONZE (Wilson). Rich, sparkling mahogany bronze.	2	.20	.12	.10	30 .25
	10	.80	.50	.30	100 .50
BUSH FIRE (Pupich). Smoky old rose of great size.	1	.25	.15	.08	25 .25
	10	2.00	1.20	.65	
CAPEHEART. A grand salmon pink.	2	.20	.12	.10	50 .25
	10	.80	.50	.30	100 .50

Select Bulbs to the Value of \$16.50 and remit \$14.80

Select Bulbs to the Value of \$22.00 and remit \$19.90

Variety	Per	Lge.	Med.	Sml.	Bulblets
CHERRY RIPE (N.Z.). A blotched pink much admired.	2	.20	.12		30 .25
	10	.80	.50		100 .50
FOLKLORE (Butt). One of the most beautiful large rose pinks I have ever seen. Most outstanding.	1	.30			12 .25
	10	2.40			100 1.50
FRIENDSHIP (Fisher). A light pink of delicate shade and very pretty.	2	.25	.20		15 .25
	10	1.00	.80		100 1.25
DAISY MAE. Salmon or orange in color and a grand tall spike and large flower.	2	.20	.12		25 .25
	10	.80	.50		100 .50
ELIZABETH THE QUEEN. One of our best large ruffled lavenders.	2	.20	.12	.10	25 .25
	10	.80	.50	.30	100 .50
ETHEL CAVE COLE. A very large pink and very good.	2	.20	.12	.10	25 .25
	10	.80	.50	.30	100 .50
EVANGELINE (Palmer). One of the largest and finest of the light pink class.	1	.20	.15		20 .25
	10	1.60	1.20		100 1.00
FLORENCE NIGHTINGALE (Harris). One of the tallest and best of the white varieties.	2	.25	.15	.10	20 .25
	10	1.00	.70	.40	100 1.00



Variety					Per	Lge.	Med.	Sml.	Bulblets		Variety					Per	Lge.	Med.	Sml.	Bulblets	
GAY LADY (Aus.). A beautiful tall lavender.					2 10	.35 1.40	.25 1.00		15 100	.25 1.00	RED CHARM. A very popular red.					2 10	.20 .80	.12 .50		30 100	.25 .50
GOLDEN ARROW. An excellent pure light yellow.					2 10	.20 .80	.12 .50		30 100	.25 .50	RED CHERRY (Roberts). A flashing brilliant scarlet. Popular.					2 10	.35 1.40	.25 1.00		20 100	.25 1.00
HAROLD K. (Knight). A large deep scarlet. One of the very best.					1 10		.35 2.70		6	.25	RED WING (Wright). One of the best new scarlets. Long flowerhead. Very outstanding.					1 10	.25 2.00	.15 1.20		6 100	3.00 3.00
JEANIE. Tall salmon pink. Nothing better in price class.					2 10	.20 .80	.12 .50	.10 .30	30 100	.25 .50	REVENGE (N.Z.). A bright and sparkling early red. Excellent.					1 10	.25 2.00	.15 1.20		20 100	.25 1.00
KAWATIRI (N.Z.). Clear cream with picotee edge of cream and buff. Very good.					2 10	.35 1.40	.25 1.00		20	.25	ROBERT J. GIBSON (N.Z.). Large flowered orange scarlet of great richness and beauty.					2 10	.35 1.40	.25 1.00		18 100	.25 1.00
KING DAVID (Carlson). An immense deep purple, highly ruffled and very outstanding.					1 10		1.00 8.00	.80 6.40	2	.35	ROSE CHARM (Fisher). An early rose of much charm in spike and color.					2 10	.25 1.00	.15 .70		25 100	.25 .75
KING WILLIAM. An excellent light pink. Like Picardy but lighter.					2 10	.20 .80	.12 .50		30 100	.25 .50	SHERWOOD (Pruitt). A reddish purple of great size and much beauty. One of the best in color class.					2 10		.20 .80		18 100	.25 1.25
LAVENDER & GOLD. A very beautiful lavender with gold throat.					2 10	.20 .80	.12 .50	.30	25 100	.25 .60	SIBONEY (Allen). A giant lavender of rich color. Many time prize winner.					2 10	.25 1.00	.20 .80		20 100	.25 1.00
LAVENDER PRINCE. One of the darker lavenders, making a beautiful spike.					2 10	.20 .80	.12 .50		30 100	.25 .50	SNOW PRINCESS. A great commercial white and best in price class.					2 10	.20 .80	.12 .50	.25	30 100	.25 .50
LEADING LADY. A cream white of outstanding merit.					2 10	.25 1.00	.15 7.0		20 100	.25 .75	SPIC & SPAN (Carlson). Highly ruffled medium pink, long flower head, and very outstanding.					2 10	.25 1.00	.15 .70		30 100	.25 .75
MAID OF ORLEANS. A good common pure white.					2 10	.20 .80	.12 .50		30 100	.25 .50	SPOTLIGHT (Palmer). Very large tall yellow with red blotch. Very good.					2 10	.20 .80	.12 .50		30 100	.25 .50
MARYLYN (N.Z.). An outstanding exhibition and commercial pink.					2 10	.35 1.40	.25 1.00		20 100	.25 1.00	SUNKIST (Errey). A glowing orange. Very beautiful.					1 10	.25 2.00	.15 1.20		15 100	.25 1.25
MISS WISCONSIN (Krueger). A most beautiful bright rose, much admired.					2 10	.20 .80	.12 .50	.10 .30	30 100	.25 .50	SUNSPOT (Roberts). Light apricot buff with rose throat blotch. Outstanding and a winner.					2 10	.30 1.20	.20 .70		20 100	.25 1.00
MIXED BULBS. Assorted colors.					10	.80	.50				TEXAS. An early white, very good commercial and exhibition variety.					2 10	.25 1.00	.15 .70		20 100	.25 1.00
MOTHER FISHER (Fisher). One of the best of the new whites. Pure white, highly ruffled. Good.					1 10		.35 2.60	.25 2.00	8 100	.25 2.50	TIVOLI (K. & M.). Giant spike of pure rose, white throat. Very outstanding.					2 10	.25 1.00	.15 .70		20 100	.25 1.00
NOWETA ROSE (Fisher). Rich lavender rose, heavy substance, many open. Very good.					1 10		.35 2.60	.25 2.00	8 100	.25 2.50	TOPFLIGHT (LaSalle). Beautiful soft rose with grand spike. A great show winner.					1 10	.35 2.80	.25 2.00		8 100	.25 2.25
OCTOBER SUNSHINE (Quackenbush). Orange and gold of outstanding beauty.					2 10	.25 1.00	.15 .70	.10 .40	25 100	.25 .75	TRUE LOVE. An extremely beautiful, very light pink. Not the largest pink but one of the most beautiful.					2 10	.20 .80	.12 .50	.30	25 100	.25 .50
ORANGE GOLD (Marshall). The richest orange and gold.					2 10	.25 1.00	.15 .70		25 100	.20 .75	VALERIA. One of our greatest light reds. Massive spike and flower head.					2 10	.20 .80	.12 .50		30 100	.25 .50
PATRICIAN (Scheer). A clear, large lavender of merit.					2 10	.30 1.20	.20 .80		20 100	.25 1.00	WHITE GODDESS (Roberts). An immense white, lavishly ruffled. Most excellent.					2 10	.25 1.00	.15 .80		25 100	.25 .75
PARTHIENA (Hinchock). A rich mauve lavender, large and massive. Sometimes crooks.					1 10	.20 1.60	.15 1.20		20 100	.25 1.00	WHITE GOLD. One of the largest creams. Giant spike and flower.					2 10	.20 .80	.12 .50		30 100	.25 .50
PHANTOM BEAUTY. One of the best light pinks for exhibition or commercial use. Most excellent.					2 10	.20 .80	.12 .50	.10 .30	25 100	.25 .50	W. J. DAKES (Brown). Clear pink with lighter throat. Very beautiful.					2 10	.35 1.40	.25 1.00	.15 .60	20 100	.25 1.00
PICARDY. One of the best pinks, but not always healthy.					2 10	.20 .80	.12 .50		30 100	.25 .50	YELLOW HERALD. Early commercial yellow.					2 10	.20 .80	.12 .50		30 100	.25 .50
PINK RADIANCE. A very good medium pink.					2 10	.20 .80	.12 .50		30	.25 .25	YELLOW PARADISE. Tall yellow spike, very attractive.					2 10	.20 .80	.12 .50		30 100	.25 .50
PURPLE SUPREME. The best purple in this price class.					2 10	.20 .80	.12 .50		30 100	.25 .50											
RAVEL (K. & M.). A good blue that has won many prizes.					2 10	.25 1.00	.15 .70		25 100	.25 .60											

## SPECIAL PREPAID PRICES ON LOTS OF 25

Same Size and Variety (In U.S.A. only)

These prices are based on 100 or more bulbs to each order because shipping costs are cheaper that way. Should you wish to order only 25 or 50 bulbs add 10 cents to the price quoted below for each 25 bulbs ordered.

Select Bulbs to the Value of \$10.00 and remit \$8.90    Select Bulbs to the Value of \$20.00 and remit \$17.50

Variety	Per	No. 1	No. 2	No. 3	Variety	Per	No. 1	No. 2	No. 3	Variety	Per	No. 1	No. 2	No. 3
Apricot Glory	25	\$3.30	\$2.25	\$2.20	Leading Lady	25	1.80	1.50	1.20	Sherwood	25	2.80	2.25	1.70
Aureole	25	1.80	1.50	1.20	Marylyn	25	2.80	2.25	1.70	Siboney	25	2.30	2.00	1.70
Black Opal	25	1.55	1.25	.95	Miss Wisconsin	25	1.55	1.25	.95	Snow Princess	25	1.30	.95	.80
Blue Beauty	25	1.55	1.25	.95	October Sunshine	25	1.80	1.50	1.20	Spic & Span	25	1.80	1.50	1.20
Buckeye Bronze	25	1.55	1.25	.95	Orange Gold	25	1.80	1.50	1.20	Sunspot	25	2.30	2.00	1.70
Burma	25	1.80	1.25	1.20	Parthiana	25	3.30	2.75	2.20	Texas	25	1.80	1.50	1.20
Capeheart	25	1.30	1.00	.80	Patrician	25	2.30	2.00	1.70	True Love	25	1.55	1.25	.95
Elizabeth The Queen	25	1.55	1.25	.95	Phantom Beauty	25	1.55	1.25	.95	Valeria	25	1.30	1.00	.80
Evangeline	25	3.30	2.75	2.20	Picardy	25	1.55	1.25	.95	White Gold	25	1.30	.95	.89
Florence Nightingale	25	1.80	1.50	1.20	Purple Supreme	25	1.55	1.25	.95	W. J. Dakes	25	2.80	2.25	1.70
E. C. Cole	25	1.55	1.25	.95	Ravel	25	1.80	1.50	1.20	Yellow Herald	25	1.30	.95	.80
Friendship	25	2.80	2.25	1.70	Red Charm	25	1.55	1.25	.95	Yellow Paradise	25	1.30	.95	.80
Golden Arrow	25	1.55	1.25	.95	Red Cherry	25	2.80	2.25	1.70	Mixed Bulbs	25	1.20	1.00	.80
Jeanie	25	1.30	1.00	.80	Robert J. Gibson	25	2.80	2.25	1.70					
Lavender & Gold	25	1.55	1.25	.95	Rose Charm	25	1.80	1.50	1.20		100	4.50	4.00	3.00

## SPECIAL WHOLESALE PRICES

(Delivery costs NOT prepaid)

Twenty-five or more bulbs of the same size and variety may be purchased at the 100 rate.

DISCOUNTS. 2% Discount on orders of \$25.00 or more; 5% Discount on orders of \$50.00 or more, cash with order.

Variety										Variety									
Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Per	Bulblets		Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Per	Bulblets	
100	\$10.00	\$ 8.00	\$ 6.40	\$ 5.00	\$ 4.00	\$ 3.20	Pt.	\$6.00	ORANGE GOLD	100	5.00	4.00	3.00				Pt.	3.00	
100	5.00	4.00	3.00	2.40			Pt.	3.00	PARTHIENA	100	10.00	8.00	6.40				Pt.	6.00	
100			6.00	4.00					PATRICIAN	100	7.00	5.60	4.40				Pt.	4.00	
100	4.60	3.40	2.80	2.20			Pt.	2.00	PICARDY	100	4.00	3.00	2.40				Pt.	2.00	
100			3.00	2.40			Pt.	2.00	PURPLE SUPREME	100	5.00	4.00	3.00				Pt.	2.00	
100	4.40	3.40	2.80	2.20			Pt.	2.00	RAVEL	100	5.00	4.00	3.00				Pt.	3.00	
100	5.00	4.00	3.00						RED CHARM	100	4.40	3.40	2.80	2.20			Pt.	2.00	
100	10.00	8.00	6.00	5.00	4.00		Pt.	9.00	RED CHERRY	100	8.00	6.00	5.00	4.00			Pt.	4.00	
100	3.60	3.00	2.60	2.00			Pt.	1.50	RED WING	100	12.00	10.00	8.00	6.00			Pt.	6.00	
100	4.00	3.00	2.40	2.00			Pt.	2.00	ROBERT J. GIBSON	100	8.00	6.00	5.00	4.00	3.00		Pt.	4.00	
100	4.00	3.00	2.40	2.00			Pt.	1.50	ROSE CHARM	100	5.00	4.00	3.00				Pt.	3.00	
100	10.00	8.00	6.40				Pt.	6.00	SIBONEY	100	6.00	5.00	4.00				Pt.	3.50	
100	16.00	14.00	12.00	10.00			Pt.	10.00	SNOW PRINCESS	100	3.40	2.80	3.20	2.60	2.00		Pt.	1.50	
100	5.00	4.00	3.20	2.60			Pt.	2.00	SPIC & SPAN	100		5.00	4.00	3.00	2.00		Pt.	3.00	
100	6.00	5.00	4.00				Pt.	4.00	SUNSPOT	100	7.00	6.00	5.00	4.00			Pt.	3.50	
100	8.00	6.00	4.60	3.40			Pt.	5.00	TEXAS	100	5.00	4.00	3.00				Pt.	3.00	
100	4.00	3.00	2.40	2.00			Pt.	2.00	TOP FLIGHT	100	20.00	18.00	14.00	12.00			Pt.	12.00	
100	10.00	8.00	6.00	5.00			Pt.	10.00	TRUE LOVE	100	5.00	4.00	3.00	2.40	2.00		Pt.	3.00	
100	3.60	3.00	2.40	2.00			Pt.	1.60	VALERIA	100	4.00	3.20	2.40	2.00			Pt.	2.00	
100	4.60	4.00	3.40	2.80	2.20		Pt.	2.50	WHITE GODDESS	100	6.00	5.00	4.00				Pt.	3.00	
100	5.00	4.00	3.00	2.40			Pt.	3.00	WHITE GOLD	100	4.00	3.00	2.40	2.00			Pt.	1.50	
100	3.40	2.80	2.20	1.80			Pt.	1.50	W. J. DAKES	100	8.00	6.00	5.00	4.00	3.00		Pt.	4.00	
100	8.00	6.40	5.00	4.00			Pt.	5.00	YELLOW HERALD	100	4.00	3.00	2.40	2.00	1.60		Pt.	2.00	
100	4.40	3.60	3.00	2.40			Pt.	2.50	YELLOW PARADISE	100	4.00	3.00	2.40	1.80	1.40		Pt.	2.00	
100	5.00	4.00	3.00	2.40			Pt.	3.00	MIXED BULBS—Good assort-	100	3.60	3.00	2.40	2.00					
100	10.00	8.00	6.00	5.00			Pt.	6.00	ment of colors.										